

7 1 ~~(3) a financial datum;~~

2 [(b) the step of programming said computer to respond to a control signal;]

3 10 3 [(c)] (a) the step of [transmitting] receiving some information content and  
4 one or more control signals in respect of a budget [to said remote station] in  
5 [a said broadcast or cablecast transmission, said information content and  
6 said one or more control signals including a first projected datum, said first  
7 projected datum designating a product or service and being a projected  
8 price or quantity;

15 9 [(d) the step of receiving said information content and control signal;]

10 [(e)] (b) the step of storing said first projected datum in [said] a computer at  
11 said receiver station;

12 12 [(f)] (c) the step of generating a budget by processing data stored in said  
13 computer in response to said control signal, said budget including two or  
20 14 more of the group:

15 (1) an income datum;

16 (2) an expense datum; and

17 (3) a profit datum; and

18 [(g)] (d) the step of [delivering] outputting to a subscriber some of said  
25 19 received information content and one generated datum of said budget [at  
20 an output at said remote station].

21 Please add the following new claims:

1 ~~3. The method of claim 2 further comprising the step of storing subscriber~~  
2 resource data at said computer at said receiver station, said resource data including two  
3 or more of the group:

4 (a) an equipment or real estate datum;

5 (b) a labor datum; and

6 (c) a financial datum.

7 4. The method of claim 2 further comprising the step of programming said  
8 computer to respond to said broadcast or cablecast control signal in respect of said  
9 budget.

10 ~~5. A method of controlling a plurality of receiver stations each of which~~  
11 includes a television receiver, a signal detector, a processor, and with each said receiver  
12 station adapted to detect the presence of one or more control signals and programmed  
13 to process downloadable executable code, said method of controlling comprising the  
14 steps of:

15 (1) receiving at a transmitter station some downloadable executable code  
16 which is effective at a receiver station to generate and output user specific budget data,  
17 said downloadable executable code having at each of said plurality of receiver stations a  
18 target processor to process data; ?

19 (2) transferring said downloadable executable code from said transmitter  
20 station to a transmitter; ?

21 (3) receiving one or more <sup>same</sup> control signals at said transmitter station, said one  
22 or more control signals operate to execute said downloadable executable code; and

1 ~~(4) transferring said one or more control signals from said transmitter station~~  
2 to said transmitter, and transmitting an information transmission comprising the  
3 downloadable executable code and one or more control signals.

4 6. The method of claim 5, wherein said downloadable executable code or  
5 some identification data in respect of said downloadable executable code are embedded  
6 in a television signal.

7 7. The method of claim 5, wherein a television program is displayed at a  
8 receiver station and said downloadable executable code programs said receiver station  
9 processor <sup>or</sup> computer to output video, audio, <sup>or</sup> text in the context of said television  
10 program <sup>or</sup> to process a viewer reaction to said television program <sup>or</sup> to select  
11 information that supplements said television program content.

12 8. The method of claim 5, wherein said one or more control signals  
13 incorporate some of said downloadable executable code.

14 9. A method of controlling a remote intermediate data transmitter station to  
15 communicate data to one or more receiver stations, with said remote transmitter station  
16 including a broadcast or cablecast transmitter for transmitting one or more signals  
17 which are effective at a receiver station to instruct a computer or processor, a plurality  
18 of selective transmission devices each operatively connected to said broadcast or  
19 cablecast transmitter for communicating a unit of data, a data receiver, a control signal  
20 detector, and a controller or computer capable of controlling one or more of said  
21 ~~selective transmission devices, and with said remote transmitter station adapted to~~

1 ~~detect the presence of one or more control signals, to control the communication of~~  
2 ~~specific instruct signals in response to detected specific control signals, and to deliver at~~  
3 ~~its broadcast or cablecast transmitter one or more instruct signals, said method of~~  
4 ~~communicating comprising the steps of:~~

5 (1) receiving an <sup>same</sup> instruct signal to be transmitted by the remote intermediate  
6 data transmitter station and delivering said instruct signal to a <sup>same</sup> transmitter, said instruct  
7 signal being effective at a receiver station to generate and output user specific budget  
8 data;

9 (2) receiving one or more control signals which at the remote intermediate  
10 data transmitter station operate to control the communication of said instruct signal;  
11 and

12 (3) transmitting said one or more control signals to said transmitter before a  
13 specific time.

14 10. The method of claim 9, further comprising the step of embedding a  
15 specific one of said one or more control signals in said instruct signal or in an  
16 information transmission containing said instruct signal before transmitting said  
17 instruct signal to said remote transmitter station.

18 11. The method of claim 9, wherein said specific time is a scheduled time of  
19 transmitting said instruct signal or some information associated with said instruct  
20 signal from said remote intermediate data transmitter station and said one or more  
21 control signals are effective at said remote intermediate data transmitter station to  
22 control one or more of said plurality of selective transmission devices at different times.

1 102 ~~12. A method of controlling a receiver station including the steps of:~~  
2 detecting the presence or absence of a broadcast or cablecast control signal;  
3 inputting an processor interrupt signal to a processor based on said step of  
4 detecting the presence or absence of a control signal;  
5 controlling said processor to output specific information in response to said step  
6 of inputting an processor interrupt signal; and  
7 generating and outputting user specific budget data on the basis of information  
8 received from said processor based on said step of controlling a processor. <sup>same</sup>  
specific info?

9 13. The method of claim 12, wherein a buffer is operatively connected to said  
10 processor for buffering input, said method further comprising the step of:

11 inputting said processor interrupt signal directly to said processor.

12 B2  
13 14. The method of claim 12, wherein said processor processes a datum  
14 designating a television channel or a television program, said method further having  
15 one step of the group consisting of:

16 controlling a tuner to tune a receiver to receive the television channel or  
17 television program designated by said processed datum;

18 controlling a selective transmission device to input to a control signal detector at  
19 least some portion of the television channel or television program designated by said  
20 processed datum;

21 controlling a control signal detector to search for one or more control signals in  
the television channel or television program designated by said processed datum;

1 ~~controlling a selective transmission to input to a computer control signals~~  
2 detected in the television channel or television program designated by said processed  
3 datum;

4 controlling a computer to respond to control signals detected in the television  
5 channel or television program designated by said processed datum;

6 controlling a television monitor to display video or audio contained in the  
7 television channel or television program designated by said processed datum;

8 controlling a video recorder to record or play video or audio contained in the  
9 television channel or television program designated by said processed datum; and

10 controlling a selective transmission device to communicate to a video recorder or  
11 a television monitor the television channel or television program designated by said  
12 processed datum.

13 15. The method of claim 12, wherein said processor processes a datum  
14 designating one or more specific channels of a multichannel cable or broadcast signal,  
15 said method further having one step of the group consisting of:

16 controlling a tuner to tune a converter to receive the one or more specific  
17 channels designated by said processed datum;

18 controlling a selective transmission device to input to a control signal detector at  
19 least some portion of the one or more specific channels designated by said processed  
20 datum;

21 controlling a control signal detector to search for one or more control signals in  
22 ~~the one or more specific channels designated by said processed datum;~~

1 ~~controlling a selective transmission to input to a computer control signals~~  
2 detected in the one or more specific channels designated by said processed datum;  
3 ~~controlling a computer to respond to control signals detected in the one or more~~  
4 ~~specific channels designated by said processed datum;~~  
5 ~~controlling a television monitor to display video or audio contained in the one or~~  
6 ~~more specific channels designated by said processed datum;~~  
7 ~~controlling a video recorder to record or play video or audio contained in the one~~  
8 ~~or more specific channels designated by said processed datum; and~~  
9 ~~controlling a selective transmission device to communicate to a storage device or~~  
10 ~~an output device the one or more specific channels designated by said processed datum.~~

11 16. An interactive method for information delivery for use with an interactive  
12 mass medium program output apparatus comprising the steps of:  
13 outputting a mass medium program that contains or explains at least one  
14 receiver specific datum, said interactive mass medium program output apparatus  
15 having an input device to receive input from a subscriber;  
16 prompting said subscriber during said mass medium program for input in  
17 respect of said information, said interactive mass medium program output apparatus  
18 having an output device for outputting said information;  
19 receiving a reply from said subscriber at said input device in response to said  
20 step of prompting said subscriber, said interactive mass medium program output  
21 apparatus having a transmitter for communicating information to a remote station;